



TOWN OF LAUDERDALE-BY-THE-SEA

AGENDA ITEM REQUEST FORM

Commission Round Table Meeting of June 9, 2010

Development Services

Department Submitting Request

Bud Bentley

Interim Assistance Town Manager

<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>
<input type="checkbox"/> May 25, 2010	May 14 (5:00 p.m.)	<input type="checkbox"/> July 27, 2010	July 16 (5:00 p.m.)	<input type="checkbox"/> Oct 26, 2010	Oct 15 (5:00 p.m.)
<input checked="" type="checkbox"/> June 8, 2010	May 28 (5:00 p.m.)	<input type="checkbox"/> Aug 24 2010*	Aug 13 (5:00 p.m.)	<input type="checkbox"/> Nov 9, 2010	Oct 29 (5:00p.m.)
<input type="checkbox"/> June 22, 2010	June 11 (5:00 p.m.)	<input type="checkbox"/> Sept 14, 2010	Sept 3 (5:00 p.m.)	<input type="checkbox"/> Nov 23, 2010	Nov 12 (5:00p.m.)
		<input type="checkbox"/> Sep 27, 2010	Sept 17 (5:00 p.m.)		

* Subject to change

NATURE OF AGENDA ITEM

- Presentation
- Resolution
- Manager's Report
- Public Safety Report
- Quasi Judicial
- Attorney's Report
- Consent Agenda
- Old Business
- Other
- Ordinance
- New Business**

SUBJECT: Valet Parking Proposal

EXPLANATION: On April 9, 2010, the Town Commission received a request (**Exhibit 1**) from the three downtown businesses, 101 Ocean, The Village Grille, and Athena-by-the-Sea for a 90-day trial valet operation using the public-right-of-way (ROW) to transfer vehicles. A picture of the proposed area is attached (**Exhibit 2**). **Exhibits 3 and 4** are pictures of El Mar Drive, south and north of Commercial, respectfully.

The subject of a valet using a public street for their transfer point has been discussed by the Town Commission several times before. A review of the department's file includes a 2007 request and a 2009 draft amendment to the Code to regulate the use of the ROW.

Our first research stop was Google ("valet on public property"), which produced 149,000 results. After reviewing a small sample of code provisions from other cities, it is evident that many cities, large and small, allow valet operations in the ROW, especial in downtown districts.

A harder question is how many cities do not allow valet to use the ROW and why. We are doing some research locally to provide the Commission some additional data. The lack of a code requirement to allow valet in the ROW may just mean that it is not an issue for that community because they do not have an active downtown with limited parking. One would not expect the City of Weston or Parkland, for example, to have such a code provision.

The Specific Trial Proposal

The proposal identifies the vehicle transfer location to be the two public metered parking spaces in front of the Country Ham and Eggs restaurant. All vehicles would be parked on private property.

On May 17, 2010, staff held a meeting at Jarvis Hall to discuss the proposal with the applicants and other interested individual. Approximately 14 people attended including the Interim Town Manager, Interim Assistant Manager and the Development Services Director. During that meeting, the following alternative transfer points were discussed.

1. El Mar south of Commercial. We evaluated the southbound and northbound ROW.
2. El Mar north of Commercial – in the section with four lanes just north of the alley. Valet operation from the lane next to the median.
3. The Pier Parking Lot – with the access to the alley being open.
4. The Town Parking lot on El Mar just north of the Ham and Egg restaurant.
5. Commercial just west of Aruba and next to The Village Grille.

After the meeting, staff conducted on-site evaluations of each site and found the alternative locations to be inferior to the proposed location, or, in the case of Alternative 3, not on public property. We are prepared to explain our findings if the Commission desires specifics.

STAFF RECOMMENDATION:

We believe a valet operation can be successfully and safely operated in the ROW and would offer downtown patrons an additional parking option. If the Commission is inclined to allow valet in the ROW, we recommend the Commission schedule this item for its meeting of June 22, 2010 at which time it can take the following action:

1. Approve a 90-day trial period (without the applicant's free parking for residential permits), and
2. Direct staff to:
 - a. Establish rules of operations. (Such as no blocking of the alley next to Ham and Egg or the egresses to the Town parking lot, location of stacking lane, and "Town Valet" not to be used on signage or in marketing.)
 - b. Prepare an evaluation report at the end of 60-days that includes comments and observations from businesses in the area and users of the service. Schedule the report for Commission discussion.
 - c. Evaluate the 2009 draft amendment to the Code authorizing valet in the ROW and provide recommendations.

BOARD/COMMITTEE RECOMMENDATION: N/A

FISCAL IMPACT AND APPROPRIATION OF FUNDS: The applicants would bear all cost of the trial period.

- | | |
|---|--|
| <input type="checkbox"/> Budgeted Amount | <input type="checkbox"/> Acct # |
| <input type="checkbox"/> Transfer of funds required | <input type="checkbox"/> From Acct # _____ |
| <input type="checkbox"/> Bid | <input type="checkbox"/> Grant <input type="checkbox"/> Amount represents matching funds |

Town Manager's Initials: CA

Town Attorney review required
 Yes No

Attachments

DISTRIBUTED
TOWN COMMISSION
09 APRIL 2010

TO: Town of Lauderdale-by-the-Sea Commissioners

FROM: 101 Ocean, The Village Grille & Athena-by-the-Sea

RE: Proposal for a town valet trial at 101 Ocean/Village Grille/Athena

Exhibit 1

DATE: Thursday April 8, 2010

Summary: 101 Ocean, The Village Grille and Athena-by-the-Sea respectfully ask permission to trial valet parking for a 90-day period starting April 28th or 29th 2010. Car drop-off and pick-up will take place on El Mar Drive utilizing the existing metered parking spaces directly outside 101 Ocean and The Country Ham and Eggs. Cars will be shuttled a short distance to use parking spaces currently available at the 218-220 Commercial Blvd. The operation will be constantly monitored in order to ensure there is minimal or no negative impact to current traffic flows. The operation will be evaluated after 60-days by the town of Lauderdale by the Sea.

Valet Operator: The valet operator will be Demko Parking. The founder of Demko, Janos Demko has been in the business for 11 years and operates valet services for Las Olas Riverhouse, Café Martorano and Levinson's jewelers on Las Olas; they are fully insured and experienced valet operators.

Valet Hours of Operation:

Monday: 5:00 -10:00 p.m.
Tuesday: 5:00 -10:00 p.m.
Wednesday: 5:00 -10:00 p.m.
Thursday: 5:00 -10:00 p.m.
Friday: 5:00 pm -12 a.m.
Saturday: 5:00 pm -12 a.m.
Sunday: 5:00 -10:00 p.m

04-09-10P02:14 RCVD

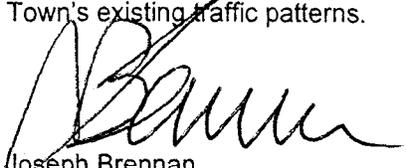
Cost to Customer: \$8 for three hours. During the trial period, we will offer free valet parking to any resident with a town parking permit.

Signage: A removable sign will be used. The sign will say "Town Valet parking \$8"

Drop Off: The service will utilize the two spaces directly outside the Country Ham & Egg. On drop off the cars will head Southbound on El-Mar to Datura, Westbound on Datura directly to the parking lot.

Pick Up: On customer pick up, cars head North on A1A and use the alley behind Athena & 101 Ocean back to the two spaces outside Country Ham & Egg.

Monitoring and Appraisal: Operations will be monitored daily and changes made as appropriate. It is our intention to offer a quality valet operation at the same time causing little or no disruption to the Town's existing traffic patterns.



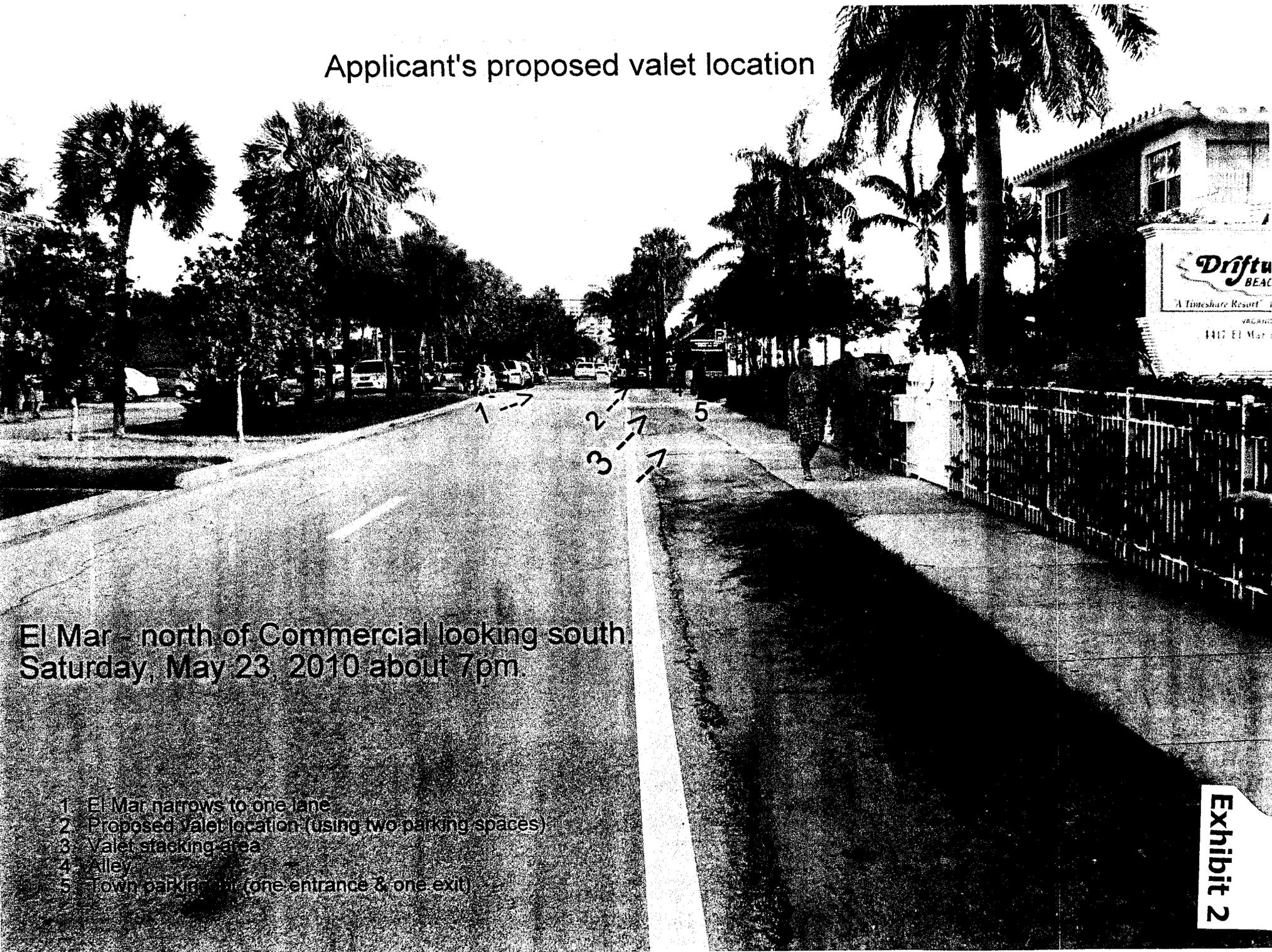
Joseph Brennan

Secretary / Treasurer

Beach Restaurants Inc DBA 101 Ocean

(On Behalf of 101 Ocean, The Village Grille & Athena-by-the-Sea)

Applicant's proposed valet location



El Mar - north of Commercial looking south.
Saturday, May 23, 2010 about 7pm.

- 1. El Mar narrows to one lane
- 2. Proposed valet location (using two parking spaces)
- 3. Valet stacking area
- 4. Alley
- 5. Town parking lot (one entrance & one exit)

Exhibit 2



Exhibit 3: El Mar south of Commercial

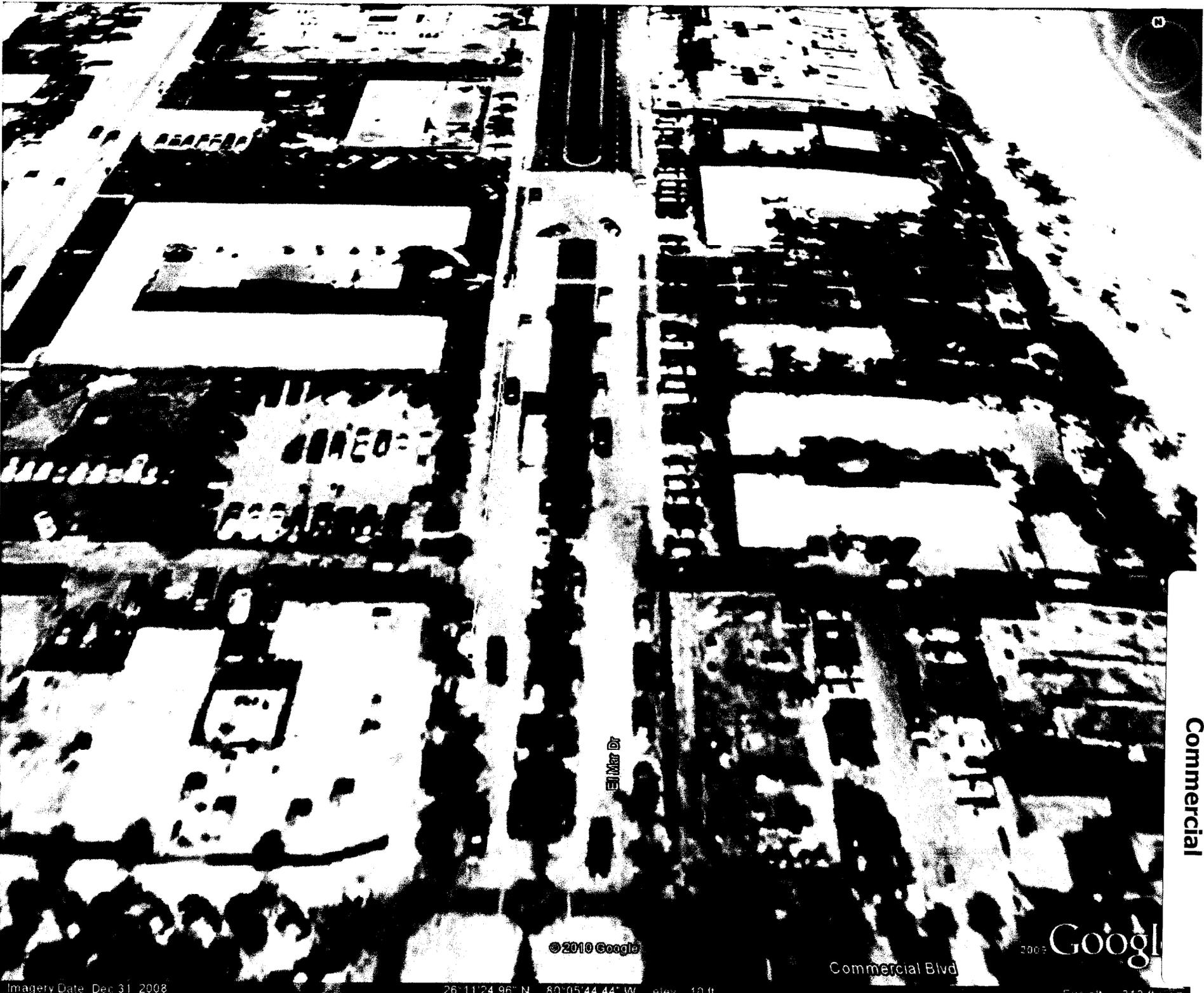


Exhibit 4: El Mar north of Commercial